

Print Advertising for *Kansas Alumni* magazine

Technical information:

Digital Files

All files must pass preflight screening as determined by our printer. File formats are listed in order of preference:

- A press-quality Adobe Acrobat PDF file, saved at 350 dpi, sized at 100%, in CMYK (4-color process). See notes under Color. Please DO NOT include crop marks or color bars. If you wish to specify crop placement, please send two files, one with crop marks for reference, and one without crop marks for print.

InDesign files work well because the PDF rendering features are geared for high resolution print. See notes under Bleeds and Marks.

- TIFF file, sized at 100%. High resolution 350 dpi, in CMYK. See note below under Color.

- Live files, complete with images and fonts, may be accepted on a case-by-case basis, and can aid in trouble-shooting.

Bleeds and Marks

Include .125-inch bleeds on all full-page ads. Please note that the correct full-page size with bleeds is 8.75 by 11.125 inches. (The page *trims* to 8.5 x 10.875). Copy should be confined to the “live” area (7.5 by 10 inches). We cannot guarantee that copy *outside* of this area will be visible due to the trimming, gluing and binding process.

Please note that *Kansas Alumni* magazine prints on a web press, and trimming can vary more than it does on a sheet-fed press. The magazine is perfect-bound, and 1/4 inch on the inside edge will not show due to the glue that binds the publication together. We may reject ads with type outside the live area. See “Ad Sizes and Guidelines” for more information.

In InDesign, set “Bleeds and Marks” to .125 under “Document Setup” in InDesign. When rendering the PDF, under the “Bleeds and Marks” menu, turn OFF “All Printer’s Marks.” Leave bleeds ON: Click on “Use document settings.”

Photos

All photos placed in ads need to be sized at 100% at 350 dpi on the layout. Enlarging photographs on the layout will reduce the resolution. Size as needed in Photoshop or software before placing the image in the ad.

Colors

All colors must be converted to CMYK process, and please review color shifts before sending the file. Conversion from RGB color to CMYK color will cause a shift in color, since print colors (CMYK) do not closely relate to monitor colors (RGB).

Colors identified by your program as “spot” must be converted. Any graphic element or object imported from Illustrator must have colors converted in the swatch panel in Illustrator before importing into InDesign. Click on the swatch color and choose “CMYK” and “process color” from the swatch menu.

Please note that blue, and KU’s blue in particular, tends to turn purple. To remove magenta ink from just the color blue of a photograph, and not the entire image, use this Photoshop function: Image > Adjustments > Selective Color > Blue: remove a percentage of just magenta. Usually 12%-15% corrects the color shift.

Please note that Pantone PMS 293 does not convert accurately when converted to CMYK. This color must be set manually. Check this color before submitting ads, because Pantone automatically reverts back to the incorrect formula each time Adobe releases an update. These are the correct KU CMYK formulas:

Pantone 293 KU Blue: C 100, M 55, Y 0, K 5
Pantone 186 Red: C 0, M 100, Y 80, K 5
Pantone 116 Yellow: C 0, M 15, Y 100, K 0
Pantone 430 Gray: C 33, M 18, Y 15, K 40

All pages of the magazine are produced in full color. (Gray-scale ads are also converted to CMYK).

Please note that office color copiers/printers do not accurately portray the printed result. Every effort will be made to get the best reproduction possible.

Licensing

All products featuring the Jayhawk must be approved by the KU licensing administrator. Please contact Paul Vander Tuig at 785.864.4650.

File Transfer

Email digital files to Crysta Moon, cmoon@kualumni.org, or use a file transfer service such as Dropbox.

Kansas Alumni magazine strives to meet the highest publishing standards, and every effort will be made to ensure the best quality. The publisher is not responsible for technical problems resulting from incorrect files.

Ad Sizes and guidelines:

Full Page

Bleed size (with .125 bleeds) = 8.75 x 11.125

Trim size: 8.5 x 10.875

Live Area size: 7.5 x 10.325

The “live area” must be maintained to ensure that content is visible. *Kansas Alumni* magazine is printed on a web press, and variations in trimming do occur. The magazine is also perfect-bound, so you must leave a .5-inch clearance on both sides of the ad due to the trimming, gluing and binding process.

Double Page Spread

Bleed size (with .125 bleeds): 17.25 x 11.125

Trim size: 17 x 10.875

Live Area size: 16 x 10.325 with 1” gutter

The “live area” must be maintained to ensure that content is visible. *Kansas Alumni* magazine is printed on a web press, and variations in trimming do occur.

The magazine is also perfect-bound, and due to the trimming, gluing and binding process, photographs or images that cross the gutter need to be “backed out by .25 inches. Please contact Susan Younger, creative director, at syounger@kualumni.org, or 785-864-4760 to discuss the build for double page spreads.

We may request live InDesign files to make sure we can accurately print your ad. The magazine is also perfect-bound, so you must leave a 1-inch clearance in the gutter of the ad due to the trimming, gluing and binding process. Even if you do not have images crossing the gutter, you must still leave the 1-inch gutter free of text.

Half Page Horizontal

7.375 x 4.5

Third Page Island

5.5 x 4.25

Quarter Page

3.575 x 4.25

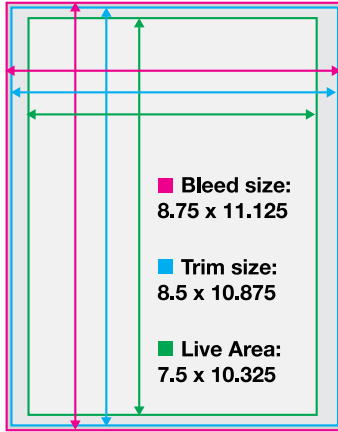
Back Cover

Bleed size: 6.625 x 11.125

Trim size: 6.5 x 10.875

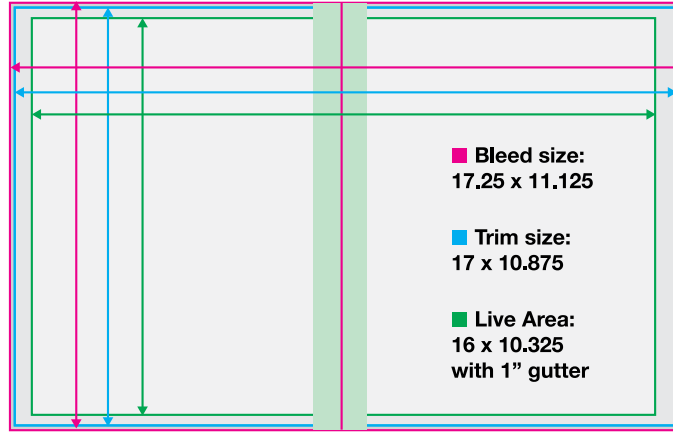
Live area: 6 x 10

Print Ad Diagrams:



Full Page

- Bleed size (with .125 bleeds):
8.75 x 11.125
- Trim size: 8.5 x 10.875
- Live Area size: 7.5 x 10.325



Double Page Spread

- Bleed size (with .125 bleeds):
17.25 x 11.125
- Trim size: 17 x 10.875
- Live Area size: 16 x 10.325
with 1" gutter



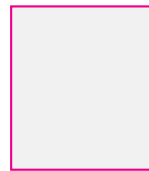
Half Page Horizontal

- Half page:
7.375 x 4.5



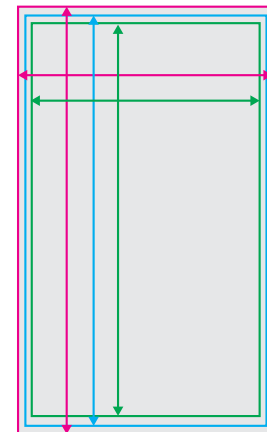
Third Page Island

- Third page:
5.5 x 4.25



Quarter Page

- Quarter page:
3.575 x 4.25



Back Cover

- Bleed size): 6.625 x 11.125
- Trim size: 6.5 x 10.875
- Live Area size: 6 x 10